

<b>Action E.6</b>	Short Video
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>At the beginning of the project - by June 2013 a short video will be produced and disseminated using various media, including TV, the internet, and even, where possible, as in-flight or on-board entertainment.</p> <p>The video will be short, no longer than 10 minutes, and will be eye-catching, interesting, and present enough relevant information about the project to to increase the level of visibility of the project, to generate interest. This will also serve to encourage people to visit the project website, take an active interest in the project's aims and actions, and sign up as volunteers for Action E11. Like all publications and communication efforts, it will be produced in Maltese and English.</p> <p>Since it will be produced in the beginning of the project, the video will not present project results, but it will focus on the problems at hand, and how the project, through the LIFE fund, aims to work to tackle these.</p> <p>The video will be developed by a subcontracted marketing company, selected following an assessment of quotations.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>The video is necessary as publicity for the project, and is a good way to generate interest. Most people prefer the media such as TV and the internet, to newspapers and magazines. The Maltese public spends a lot of time watching TV, so this medium would be ideal to draw attention to the project.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>The video, in Maltese and English, will be developed by the end of June 2013, and will be aired on local TV stations, and uploaded onto the project website.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>The development of the video will rely mostly on external assistance, and is estimated at €19,000 The costs of the project manager's involvement in this action are subsumed under action F1.</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	